

Subject: Social Media Request to Partners

From: Eduardo Santana

Date: 01/24/2017 03:23 PM

To: "Eduardo \"EDU\" Santana" <edu@pershingsquarenew.com>

CC: Michael Shull <michael.a.shull@lacity.org>, jeff@dbgre.com, Eve Critton <eve@pershingsquarenew.com>

BCC: blair@hdlabid.com

Hello friends and partners,

750,000 converged on DTLA this past Saturday...and most of them started at Pershing Square!! Isn't that amazing?

We are writing to ask you to help us widely distribute, on social media, a video that we will be posting tomorrow that highlights Pershing Square's role in the Los Angeles Women's March and shows how our vision for the square - developed by Agence Ter and Team - would have been great for marchers.

Christopher Hawthorne, LA Times' architecture critic, wrote an article that discussed how Pershing Square did not perform well for marchers and how our vision of "radical flatness" in the square would have "allowed Saturday's crowd on surrounding streets to see and feel some solidarity with the larger group of protesters". Here is the link to the article:

<http://www.latimes.com/entertainment/arts/la-et-cm-womens-march-los-angeles-pershing-square-20170121-story.html>

Our team is expanding upon Hawthorne's statements through a post about how our vision for the square would have been a highly conducive venue for the demonstration.

Will you like, share, and engage with our post? We will be posting tomorrow afternoon.

Please reply to indicate if you will be participating.

With trust and respect,

Eduardo "Edu" Santana

Executive Director

Pershing Square Renew, Inc.

213.479.0564 (m) 213.291.1733 (o)

edu@pershingsquarenew.com